



# Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Autauga, AL

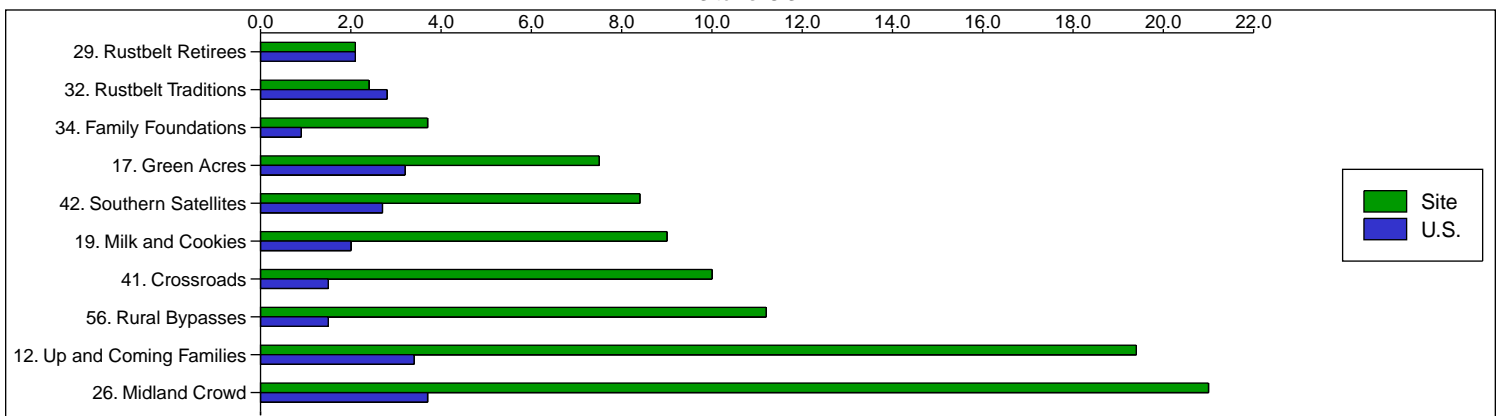
## Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	26. Midland Crowd	21.0%	21.0%	3.7%	3.7%	564
2	12. Up and Coming Families	19.4%	40.4%	3.4%	7.1%	573
3	56. Rural Bypasses	11.2%	51.6%	1.5%	8.6%	743
4	41. Crossroads	10.0%	61.6%	1.5%	10.1%	664
5	19. Milk and Cookies	9.0%	70.6%	2.0%	12.1%	459
	<b>Subtotal</b>	<b>70.6%</b>		<b>12.1%</b>		
6	42. Southern Satellites	8.4%	79.0%	2.7%	14.8%	310
7	17. Green Acres	7.5%	86.5%	3.2%	18.0%	235
8	34. Family Foundations	3.7%	90.2%	0.9%	18.9%	436
9	32. Rustbelt Traditions	2.4%	92.6%	2.8%	21.7%	84
10	29. Rustbelt Retirees	2.1%	94.7%	2.1%	23.8%	99
	<b>Subtotal</b>	<b>24.1%</b>		<b>11.7%</b>		
11	18. Cozy and Comfortable	1.9%	96.6%	2.8%	26.6%	65
12	33. Midlife Junction	1.8%	98.4%	2.5%	29.1%	72
13	50. Heartland Communities	1.6%	100.0%	2.2%	31.3%	73
	<b>Total</b>	<b>100.0%</b>		<b>31.3%</b>		<b>320</b>

## Top Ten Tapestry Segments

Site vs. U.S.

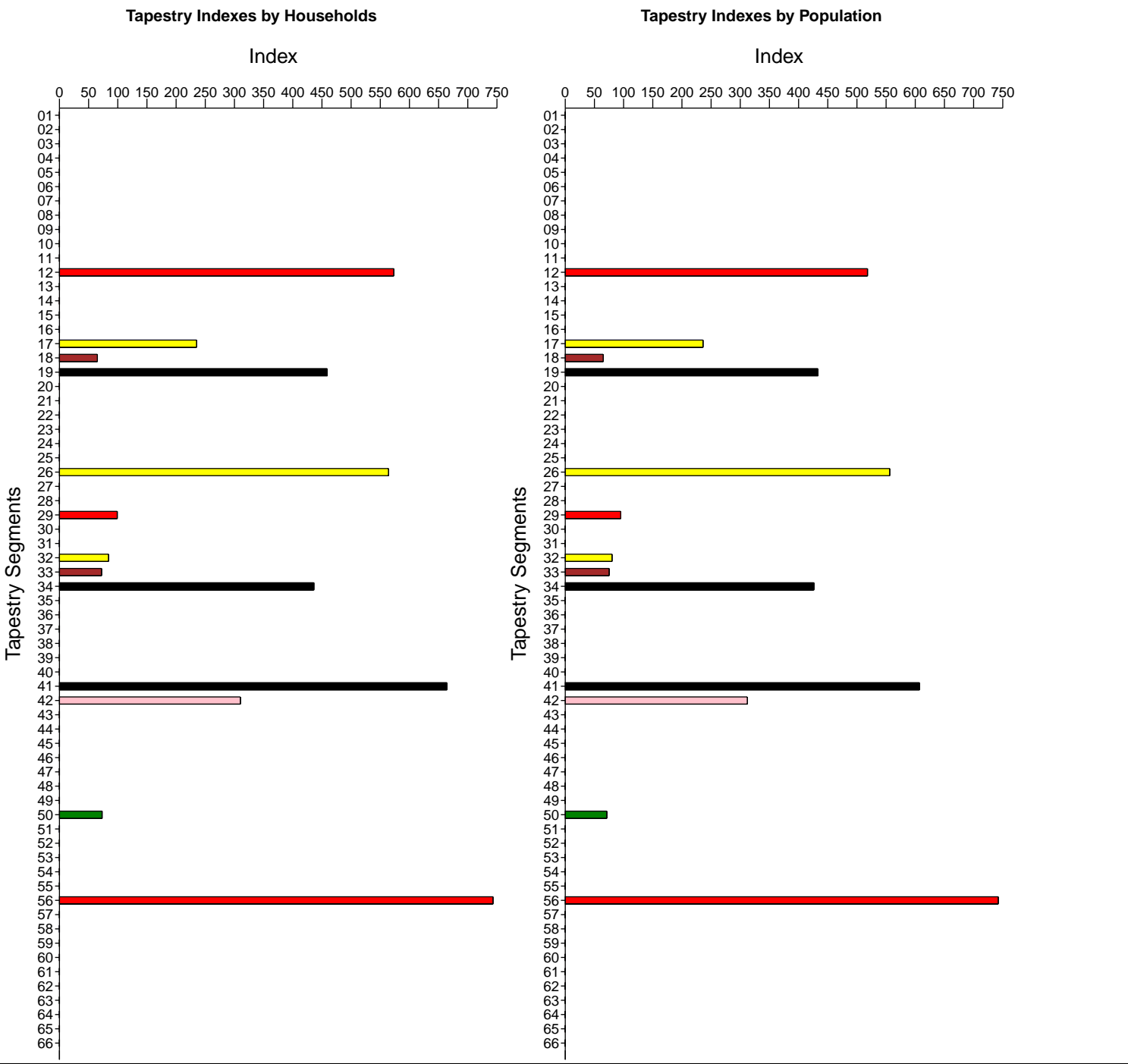


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Autauga, AL



Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups  
Prepared by ARMS

Counties: Autauga, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	19,046	100.0%		50,403	100.0%	
<b>L1. High Society</b>	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	1,781	9.4%	68	4,872	9.7%	70
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	1,427	7.5%	235	3,949	7.8%	236
18 Cozy and Comfortable	354	1.9%	65	923	1.8%	65
<b>L3. Metropolis</b>	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	697	3.7%	30	1,592	3.2%	30
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	396	2.1%	99	903	1.8%	95
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	301	1.6%	73	689	1.4%	71
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups  
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Counties: Autauga, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	19,046	100.0%		50,403	100.0%	
<b>L7. High Hopes</b>	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	5,401	28.4%	365	14,594	29.0%	317
12 Up and Coming Families	3,695	19.4%	573	9,848	19.5%	518
19 Milk and Cookies	1,706	9.0%	459	4,746	9.4%	433
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	1,501	7.9%	90	3,871	7.7%	92
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	455	2.4%	84	1,088	2.2%	80
33 Midlife Junction	339	1.8%	72	829	1.6%	75
34 Family Foundations	707	3.7%	436	1,954	3.9%	426
<b>L11. Factories &amp; Farms</b>	3,748	19.7%	207	9,883	19.6%	210
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	1,608	8.4%	310	4,198	8.3%	312
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	2,140	11.2%	743	5,685	11.3%	742
<b>L12. American Quilt</b>	5,918	31.1%	334	15,591	30.9%	335
26 Midland Crowd	4,009	21.0%	564	10,745	21.3%	556
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	1,909	10.0%	664	4,846	9.6%	607
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



# Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Autauga, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	19,046	100.0%		50,403	100.0%	
<b>U1. Principal Urban Centers I</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	1,706	9.0%	79	4,746	9.4%	83
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	1,706	9.0%	459	4,746	9.4%	433
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	707	3.7%	34	1,954	3.9%	39
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	707	3.7%	436	1,954	3.9%	426
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	455	2.4%	22	1,088	2.2%	19
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	455	2.4%	84	1,088	2.2%	80
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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<b>Total</b>	19,046	100.0%		50,403	100.0%	
<b>U6. Urban Outskirts II</b>	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	3,695	19.4%	124	9,848	19.5%	121
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	3,695	19.4%	573	9,848	19.5%	518
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	1,089	5.7%	59	2,655	5.3%	58
18 Cozy and Comfortable	354	1.9%	65	923	1.8%	65
29 Rustbelt Retirees	396	2.1%	99	903	1.8%	95
33 Midlife Junction	339	1.8%	72	829	1.6%	75
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>	2,210	11.6%	238	5,535	11.0%	243
41 Crossroads	1,909	10.0%	664	4,846	9.6%	607
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	301	1.6%	73	689	1.4%	71
<b>U10. Rural I</b>	5,436	28.5%	252	14,694	29.2%	257
17 Green Acres	1,427	7.5%	235	3,949	7.8%	236
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	4,009	21.0%	564	10,745	21.3%	556
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	3,748	19.7%	256	9,883	19.6%	259
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	1,608	8.4%	310	4,198	8.3%	312
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56 Rural Bypasses	2,140	11.2%	743	5,685	11.3%	742
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

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